**INTERNATIONAL BUSINESS PLAN EVENT**

**<Name of your company>**

**Skyline DECA**

**Skyline High School**

**1122 228TH Avenue Southeast**

**Sammamish, WA 98075**

**<Name #1>**

**<Name #2>**

**<Name #3>**

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# I. EXECUTIVE SUMMARY

<Insert here>

# II. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION

1. Economic, political and legal analysis of the trading country

1.      Describe the trading country’s economic system, economic information important to your proposed business/product/service, the level of foreign investment in that country

<Insert here>

2.      Describe the trading country’s governmental structure and stability, how the government controls trade and private business

<Insert here>

3.      Describe the laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (origin country and the country of choice)]

<Insert here>

1. Trade area and cultural analysis

1.     Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service

<Insert here>

2.      Analysis of the potential location – importance and requirements of each trade document required by the origin country and the country of choice

<Insert here>

# III. PROBLEM

<Insert here>

# IV. CUSTOMER SEGMENTS

<Insert here>

# V. UNIQUE VALUE PROPOSITION

<Insert here>

# VI. SOLUTION

What are the top three features of your product/service?

<Insert here>

# VII. CHANNELS

<Insert here>

# VIII. REVENUE STREAMS

1. What is the revenue model?

<Insert here>

1. What are the life time values?

<Insert here>

1. What is the revenue?

<Insert here>

1. What is the gross margin?

<Insert here>

# IX. COST STRUCTURE

1. What are the customer acquisition costs?

<Insert here>

1. What are the distribution costs?

<Insert here>

1. What are the human resource costs?

<Insert here>

1. Additional costs?

<Insert here>

# X. DETAILED FINANCIALS

1. Projected income and expenses
   1. Projected income statements by month for the first year’s operation (sales, expenses, profit loss)

<Insert here>

* 1. Projected cash flow by month for the first year’s operation

<Insert here>

* 1. Projected balance sheet, end of first year

<Insert here>

* 1. Projected three-year plan

<Insert here>

* 1. A brief narrative description of the planned growth of the proposed business, including financial resources and needs

<Insert here>

1. Proposed plan to meet capital needs
   1. Personal and internal sources

<Insert here>

* 1. Earnings, short-term and long-term borrowing, long-term equity

<Insert here>

* 1. External sources

<Insert here>

* 1. Plan to repay borrowed funds or provide return on investment to equity funds

<Insert here>

# XI. KEY METRICS

<Insert here>

# XII. COMPETITIVE ADVANTAGE

<Insert here>

# XIII. CONCLUSION

<Insert here>

# XIV. BIBLIOGRAPHY

<Insert here>

# XV. APPENDIX

<Insert here>